

Georgia Association of Colleges and Employers

GACE



Spring 2009

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From the President

Dear Colleagues,

Tough times don't last but tough people do! These words mean more to me today than ever before. The economic forecast indicates that things will get worse before they get better; however, I think we all agree that things will get better. In the meantime your GACE Board of Directors is working hard to make sure that our organization remains financially secure during these challenging days ahead. We have been engaging in active discussions about how to reduce costs associated with our remaining events this year as well as all of our events and meetings in 2009-10.

With regard to the current state of the economy, I want to thank those of you who continue to support GACE and

our events. We appreciate those of you who have committed to participate in the [College-to Career Fair](#) and those of you who have registered for or are committed to joining us for the [Annual Conference June 9-12 at Brass-town Valley](#).

It is with your continued support that our organization will be strengthened. We fulfill our mission by providing quality professional development programs and events along with opportunities to develop and foster relationships that always prove to be invaluable, especially during these challenging times. I am proud to serve as your President and look forward to continuing to serve our wonderful organization.



Sincerely,

Bridgette McDonald
2008-2009 GACE President

Upcoming Networking Breakfast

Our December Networking Breakfast was a huge success. Several dozen GACE members and guests attended and many toys were collected for Toys for Tots. Attendees enjoyed breakfast; the opportunity to network with old, and new, friends;

and a fabulous Stress Management presentation given by our guest speaker, Becky Holt, just in time for the holidays. Our next Networking Breakfast will be May 1, 2009 at the UGA Alumni Center in Atlanta.



College to Career Fair

GACE members are gearing up for the annual College to Career Fair, which will be held on Tuesday, April 14th from 11-3 at the Cobb Galleria. This annual event connects students from across the state of Georgia with a variety of employers. We expect diverse employers who will be seeking students for internships, part-time jobs, and full-time, post-graduation jobs. Graduate schools also participate in this event.

Currently, there are 62 companies registered to attend this year's event. A list of participating employers can be accessed from the GACE website, or directly at <https://gace-cfm.symplicity.com/events/>.

The fair is open ONLY to students at participating colleges. The college must hold a GACE membership AND must have representatives volunteering at the event in order for their students to participate. Exceptions may be made for schools with one-person career services offices.

Students should be advised to dress professionally, bring several copies of their resumes, and a copy of their student ID card. Students who are not dressed professionally, or are not affiliated with a participating school will not be allowed to enter the fair.

Rosita Smith, consultant and former Associate Director of the Career Services office at Georgia Tech will deliver a presentation for students at

10:00 a.m. Her presentation, "How to Work a Career Fair," will give guidance to students who may be nervous or unsure about how to approach recruiters during the fair.

If you have not yet registered (either employer or school), please do so ASAP. Contact Vicki Hardin at vhardin@westga.edu for additional information.



2008 College to Career Fair

"I believe we got probably 5-10 that are potential employees. Good mixture/diversity of human resource potential there. Very professional and well-presented career fair"

—Prior College to Career Fair Employer

TCSG State Board Reaffirms Tech College Mergers

The state board of the Technical College System of Georgia voted on December 8, 2008 to reaffirm the system's plan to merge the administrations of 13 of the state's 33 state technical colleges. The 13 colleges will become six colleges on July 1, 2009. "The administrative mergers mean more efficient use of college resources, greater cost-effectiveness, in how we administer the campuses and improved opportunities for our first priority, which is always our students," said TCSG Board

Chairman Carl Swearingen. "This transformation is vitally important if we are to build the strong and talented workforce that Georgia needs to compete in the 21st Century global economy."

The following technical colleges will be merged under the plan:

- Appalachian Tech, Chattahoochee Tech and North Metro Tech
- Coosa Valley Tech and Northwestern Tech

- East Central Tech and Valdosta Tech
- Flint River Tech and Griffin Tech
- Southeastern Tech and Swainsboro Tech
- West Central Tech and West Georgia Tech

Chattahoochee Tech kept its name with Appalachian and North Metro as campuses. It will become the state system's largest technical college with an annual credit enrollment of almost 14,000

students studying in a wide variety of degree, diploma and certificate of credit programs. The new names for the other merged colleges are still to be determined by the combined colleges' boards of directors.

Conference Update

The annual GACE conference will be held June 9-12, 2009 at Brasstown Valley. This event is always a huge success. Look forward to three days packed with opportunities to learn what your colleagues are doing, share best practices, network with one another, and of course, have a great time in the cool mountain air!

The opening keynote speaker for this year's conference is Dr. Rajeev Dhawan, Director of the Economic Forecasting Center at the Robinson College of Business at Georgia State University. Dr. Dhawan has received several awards for his forecasting accuracy, and has been listed among *Georgia Trend* magazine's "100 Most Influential Georgians" for three consecutive years. Certainly, Dr. Dhawan's insights will be extremely helpful as we operate in today's current economic climate.

The second keynote speaker is Mr. Mike Gomez, President of Allegro Consulting, an Atlanta-based specialty consulting firm. Prior to founding Allegro Consulting, Gomez served in an executive capacity with leading companies in the aerospace industry, overseeing \$5 billion dollars in aircraft sales. Additionally, he has worked with governments in over 20 countries. Gomez will speak to us about common traits he has witnessed in companies that consistently grow.

Breakout sessions for conference promise to be excellent this year. Proposals have been approved for an impressive array of topics, including new employment laws, "green" career opportunities, programming on a budget, and best practices from both employers and colleges.

Networking activities will abound, with opportunities for horseback riding, hiking,

wine tours, golf, or spa treatments. Take advantage of opportunities to connect with fellow members and have fun! Most veteran GACE members look forward to the Awards Dinner, which always has lively entertainment. Surely this year will be no exception!

Early registration has been extended until March 31st. Remember, all conference materials and meals on Wednesday, Thursday and Friday are included in the cost of registration.

Rachael Barrett of Georgia Southern University and Don Cornwell of Emory University are heading the committee that is working hard to plan an exciting conference so please plan to join us in Brasstown Valley, June 9-12, 2009.



New GACE Members

Greetings to the newest members of GACE!

- Jennifer Bauer—RaceTrac
- Sharon Bolling—Grand Canyon University
- Jennifer Cubas—Grand Canyon University
- Marcella Diaz—Macon State College
- JoAnna Luiso—The Art Institute of Atlanta
- Laverne Mitchell—The Art Institute of Atlanta
- James Owens—Richmont Graduate University
- Vivian Scott—Life University
- Samantha Speers—BB&T
- Kathy Wagoner—Georgia Gwinnett College
- Angie Williams—The Art Institute of Atlanta

Welcome to GACE!

Professional Development With GACE



Tracey Dowling



Melissa Ziegler

When I was asked to co-chair the professional development committee, my response was "Yes, as long as Tracey Dowling is my co-chair"

Melissa Ziegler

Anyone who has been to the professional development activities this past year knows that they have been phenomenal. Tracey Dowling, Assistant Director and Career Consultant at the University of Georgia, and Melissa Ziegler, Associate Director at Augusta State University, have co-chaired this committee for the past two years, and this year they treated us to three unique opportunities.

In October, Tracey and Melissa partnered with NACE to offer the first ever GACE/NACE Roundtable event for employers and colleges alike. This afforded both college and employer members the opportunity to discuss the latest issues and challenges while sharing best practices and support. The employer session was moderated by Karen Sievers with NACE. Sievers has facilitated over 100 employer roundtables, and said that the NACE/GACE collaboration was "just excellent," and in her opinion, this would be an event worth repeating. Employer participant Karen McGrath reported that their session focused on diversity, company branding on college campuses, internships/co-ops and challenges posed by the faltering economy. Tracey moderated the college session which focused on best practices for working with students. Charlene Leach, college participant, stated that the entire event was very well run, and that she especially appreciated the opportunity to network with employer members over

lunch.

Free webinars are another resource that our professional development team brought to GACE members this year. The three free online webinar links were e-mailed to GACE Members; however, due to technical difficulties, some members were unable to open the links. Therefore, the webinars were burned onto a CD and will be available this month for interested members. An e-mail advertising the CD's will be arriving shortly. Webinar topics include student privacy concerns, resources for supporting students' career development, and employer branding.

January brought the annual drive-in workshop, held this year at the Georgia Music Hall of Fame in Macon. GACE members and even some non-members participated in a full day presentation by Theres Stifer on the topic of emotional intelligence. Melissa and Tracey carried the music theme throughout the entire workshop. Participants were treated to guitar-shaped flash drives as gifts, inspiring quotes written on laminated paper musical notes, and even name cards with each person's name created with musically themed artwork. In fact, the museum staff members were so impressed with the flash drives that they plan to carry them in their gift shop in the future.

Tracey and Melissa are both longtime GACE members.

Tracey has been with UGA for nearly 5 years now, and has been involved with GACE for just as long. She says that planning professional development activities is fun for her because she gets to bring people together for meaningful events, and activity that is rewarding for her in her personal life as well. Melissa, who has been involved with GACE for 6 years, echoed Tracey's sentiment, saying that planning these events is a good way to channel her passion for learning.

These women are a team in the true sense of the word. Melissa stated that when she was approached two years ago about chairing the professional development committee, her response was "Yes, as long as Tracey Dowling is my co-chair." Tracey says that Melissa was a mentor to her when they worked together at UGA, and Tracey's favorite part of the planning process is when the two of them get to do a site visit together. Both agreed that their individual strengths are complimentary -Melissa is especially talented at coming up with creative themes for events, and Tracey's forte is implementing the theme, down to the smallest detail.

Participants of these activities may take for granted the huge amounts of time and energy that go into planning, particularly since Tracey and Melissa make it look so effortless.

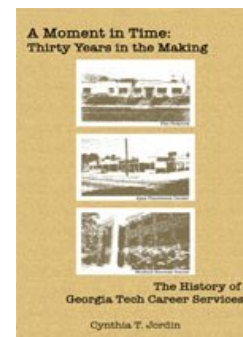
(Story continues on page 5)

GACE Member Publishes Book

Cynthia Jordin, in the Georgia Tech Career Services office, has published a book "A Moment in Time: Thirty Years in the Making" about the evolution of the Georgia Tech Placement Center into the current Georgia Tech Career Services Office. This book commemorates the history of the Georgia Tech Career Services Center and the tremendous changes that have taken place over the past 30 years. As part of giving back, 100 percent of the proceeds from the sale of the book will be used to develop an undergraduate student scholarship fund at Georgia Tech.

A Moment in Time is a reflective story about the evolution of career services at Georgia Tech. Written by 36 year Career Services veteran Cynthia Jordin, *A Moment in Time* weaves together narratives from former and current Career Services Directors such as Mary Carmichael, James Osborne, and Ralph Mobley. They tell about their experiences and reflect upon the environment and the technology changes in career services. "I've lived this book and have loved the dynamics of my career at Tech. It is a fun read! Career Services offered me the in-

valuable opportunity to work with students, faculty, staff, alumni and recruiters – all very talented. Writing this book allows me to give back for all that Tech has done for me." As part of giving back, 100 percent of the proceeds from the sale of *A Moment in Time: Thirty Years in the Making* will be used to develop an undergraduate student scholarship fund at Tech. For more information, please visit http://www.ebookstand.com/book_details/A_Moment_in_Time.



Jacket of Cynthia Jordin's book, "A Moment in Time: Thirty years in the Making"

Professional Development (Continued from p.4)

They cite difficult economic times as challenges when planning events, since many participants have restricted travel funds. Nonetheless, there appears to be more willingness on the part of administrators to fund events if continuing education credits are available, which is one reason why these women worked so hard to get CEUs approved for the January drive in workshop. Another challenge is finding suitable locations. The largest concentration of GACE members is in the Atlanta metropolitan area, but Atlanta venues tend to be extremely expensive and many are unwilling to negotiate lower prices for schools or non-

profit organizations. Locations outside of Atlanta tend to be much less expensive, but many GACE members do not have funds for travel at this time. This is likely to be an ongoing challenge, with no perfect solution.

As far as the future direction of professional development with GACE, Tracey and Melissa have plenty of ideas that they would like to see become reality. First, they suggest adding additional members to the professional development committee. Melissa also hopes that the committee can leverage technology to provide opportunities that will not require travel for members. She

hopes that one day we can offer webinars, articles and other resources on our website that members can download as needed. Finally, Tracey would like to see day-long conferences with employer and college tracks, another NACE/GACE roundtable with college and employer members together in one room, plus additional activities sprinkled throughout the year.

Many thanks to Tracey Dowling and Melissa Ziegler for all they have done for our professional development for the past two years. We can't wait to see what's next!

KUDOS

Congratulations to Dr. Steve Brown with Mercer University for his promotion to Associate Dean of Student Services. In addition to his role as Director of the Career Services office, he also now oversees the Student Health Center, Counseling and Psychological Services, and Disability Services.



Officers

President—Bridgette McDonald, Clayton State University
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 Past President—Catherine Neiner, Agnes Scott College
 Vice President, College—Don Cornwell, Emory University
 Vice President, College—Rachael Barrett, Georgia Southern University
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 Secretary—Barbara Dietter, Kennesaw State University

The mission of the Georgia Association of Colleges and Employers is to provide a link between employers and career services officials, provide professional development, promote professional and ethical standards, and foster relationships among employers and career services professionals.

Check out our webpage!

www.gace.org

And look for the GACE group on LinkedIn.

Add it to your profile!

Recipe: Butterfinger Cake

This recipe comes to us from Charlene Leach at Mercer University. The entire Student Affairs staff enjoyed this treat at their holiday party!

Ingredients:

- 1 box devil's food cake
- 1 jar caramel ice cream topping
- 1 can sweetened condensed milk
- 1 regular sized container Cool Whip
- 3-5 regular bars Butterfinger, depending on how indulgent you are feeling.

Directions:

1. Bake the devil's food cake as directed on the box in a 9x13 pan.
2. Remove cake from oven; poke holes in top of cake.
3. Combine the sweetened condensed milk and caramel, and pour over hot cake.
4. Let cake cool completely in the refrigerator.
5. Cover the cake with Cool Whip.
6. Crush up the Butterfinger and top the cake with them.

Cake must be refrigerated.

Would you like your company or school showcased in the next newsletter? Have some information that you think should be shared with the membership?

Send news items to Kim Gibbs at gibbs_kd@mercer.edu for inclusion in the next issue of the GACE newsletter!

